

REP HEADLINE# 6278427  
 \$\$\$ UNAPPROVED REV #1 \$\$\$  
 REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 17.07  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

ADV #	ADV. NAME	ISS/PRIORITIES USA ACTION	REP. #	OFF. #	SALESMAN #
AGY #	AGY. NAME	MUNDY KATOWITZ MEDIA	BUYER NAME	MEDIA PLACEMENT	
		1322 G STREET SE	SALES PRSN	WA- MEGHAN MCGARR (H)	
		WASHINGTON, DC 20003			
ORDER #		CONTRACT # 6278427	CLASS: NATL.	LOCAL	REGIONAL
PRDCT	PRIORITIES USA ACTION	EST#1561	COMMENTS: (LINE, ORDER, INVOICE)		
FLIGHT DATES	SEP18/12	SEP24/12	WK-1		
CITY TAX	STATE TAX	CO-OP BILLING NEEDED		DATE	AUG21/12 17.07

REP: REVISION  
 PRGM CHANGE LN 39  
 TTL SAME  
 PLEASE CONFIRM  
 THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
 ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
 PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39	NZ		730P-800P	30		\$1,850.00	9/19	9/19	1		WED	1
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1561												
PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT												
SEP/12 34700.00												
											CONTRACT TOTAL	34700.00
											TOTAL SPOTS	39

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:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$192,777 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

AUG14/12 15.0  
\*\*\*\*\* WFLA-TV \*\*\*\*\*

PROGRAM : DR OZ  
CON COM1 : DR OZ

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AUG14/12 15.0  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/21	9/21	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/21	9/21	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/21	9/21	1		FRI	1
6			700P-730P PROGRAM : NEWS AT 7 CON COM1: NEWS AT 7	30		\$2,000.00	9/21	9/21	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/21	9/21	1		FRI	1
8			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$300.00	9/24	9/24	1		MON	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	9/24	9/24	1		MON	1
10			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/24	9/24	1		MON	1
11			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/24	9/24	1		MON	1

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LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/24	9/24	1		MON	1
13			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/24	9/24	1		MON	1
14			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$475.00	9/22	9/22	1		SAT	1
15			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$475.00	9/23	9/23	1		SUN	1
16			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	9/20	9/20	1		THU	1
17			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/20	9/20	1		THU	1
18			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$425.00	9/20	9/20	1		THU	1
19			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/20	9/20	1		THU	1
20			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/20	9/20	1		THU	1

AUG14/12 15.0  
\*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
21			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$3,500.00	9/20	9/20	1		THU	1
22			700A-900A PROGRAM : CON COM1:	30		\$1,400.00	9/20	9/20	1		THU	1
23			900A-1000A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$650.00	9/20	9/20	1		THU	1
24			300P-400P PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$425.00	9/18	9/18	1		TUE	1
25			400P-500P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$650.00	9/18	9/18	1		TUE	1
26			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 30/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$550.00	9/18	9/18	1		TUE	1
27			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$850.00	9/18	9/18	1		TUE	1
28			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/18	9/18	1		TUE	1
29			700P-730P PROGRAM : NEWS AT 7 CON COM1: NEWS AT 7	30		\$2,000.00	9/18	9/18	1		TUE	1

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30			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	9/18	9/18	1		TUE	1
31			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$650.00	9/18	9/18	1		TUE	1
32			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$300.00	9/19	9/19	1		WED	1
33			1235A-135A PROGRAM : J FALLON-NBC< CON COM1: J FALLON-NBC<	30		\$425.00	9/19	9/19	1		WED	1
34			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$275.00	9/19	9/19	1		WED	1
35			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$250.00	9/19	9/19	1		WED	1
36			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$850.00	9/19	9/19	1		WED	1
37			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	9/19	9/19	1		WED	1
38			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$850.00	9/19	9/19	1		WED	1

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39			730P-800P	30		\$1,850.00	9/19	9/19	1		WED	1
PROGRAM : EXTRA< CON COM1: EXTRA<												
SEP/12			34700.00									
CONTRACT TOTAL 34700.00 TOTAL SPOTS 39												

MARKET TOTALS \$192,777 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ARE ACCURATE

SVC- NSI BOOKS- SEP/12  
 DEMOS- RA35+\*



Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 34700	<b>Campaign Ref:</b> E:120821095
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1561	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 09/17/12 to 09/30/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278427
<b>Est./PO Number:</b> 06278427	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

<b>Product:</b> Priorities Usa Actio	<b>Booking Group:</b> WFLA	<b>Key Market:</b> Tampa-St. Petersburg, FL
<b>Demographic:</b> (L) Household	<b>Order:</b>	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
1	M-F 2p Rachael Ray ...F..	03	250	30 Comme	Nbr of Spots	1	1	250
2	M-F 4p Dr Oz ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
3	M-F 530a News ...F..	01	550	30 Comme	Nbr of Spots	1	1	550
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
5	M-F 6a News ...F..	03	850	30 Comme	Nbr of Spots	1	1	850
6	M-F 7p News ...F..	01	2000	30 Comme	Nbr of Spots	1	1	2000
7	M-F 9a Today Show II ...F..	03	650	30 Comme	Nbr of Spots	1	1	650
8	M-F 10a News M.....	01	300	30 Comme	Nbr of Spots	1	1	300
9	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	Nbr of Spots	1	1	800
<b>Weekly Totals: Total Spots(Ord Spots)</b>					33	6	39	

**Mundy Katowitz Media, Inc.**  
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 Washington DC 20003

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
10	M-F 12p Today Show III M.....	02	275	30 Comme		1	1	275
11	M-F 5p News M.....	04	850	30 Comme		1	1	850
12	M-F 530a News M.....	01	550	30 Comme		1	1	550
13	M-F 7a Today Show M.....	02	1400	30 Comme		1	1	1400
14	Sat 9a News .....S.	02	475	30 Comme	1		1	475
15	Sun 9a News .....S	02	475	30 Comme	1		1	475
16	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	800	30 Comme	1		1	800
17	M-F 12p Today Show III ...T...	02	275	30 Comme	1		1	275
18	M-F 3p Doctors ...T...	04	425	30 Comme	1		1	425
19	M-F 530a News ...T...	01	550	30 Comme	1		1	550
20	M-F 530p News ...T...	04	850	30 Comme	1		1	850
<b>Weekly Totals: Total Spots(Ord Spots)</b>					33	6	39	

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<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
21	M-F 630p ET / 530p CT NBC Nightly News ...T....	02	3500	30 Comme	1		1	3500
22	M-F 7a Today Show ...T....	02	1400	30 Comme	1		1	1400
23	M-F 9a Today Show II ...T....	03	850	30 Comme	1		1	650
24	M-F 3p Doctors ...T....	04	425	30 Comme	1		1	425
25	M-F 4p Dr Oz ...T....	03	650	30 Comme	1		1	650
26	M-F 530a News ...T....	01	550	30 Comme	1		1	550
27	M-F 530p News ...T....	04	850	30 Comme	1		1	850
28	M-F 6a News ...T....	03	850	30 Comme	1		1	850
29	M-F 7p News ...T....	01	2000	30 Comme	1		1	2000
30	M-F 7a Today Show ...T....	02	1400	30 Comme	1		1	1400
<b>Weekly Totals: Total Spots(Ord Spots)</b>					33	6	39	

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Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/17	09/24	Total	Cost
31	M-F 9a Today Show II ..T....	03	650	30 Comme	Nbr of Spots	1	1	650
32	M-F 10a News ..W....	01	300	30 Comme	Nbr of Spots	1	1	300
33	M-F 1237a ET / 1137p CT Late Night ..W....	01	425	30 Comme	Nbr of Spots	1	1	425
34	M-F 12p Today Show III ..W....	02	275	30 Comme	Nbr of Spots	1	1	275
35	M-F 2p Rachael Ray ..W....	03	250	30 Comme	Nbr of Spots	1	1	250
36	M-F 5p News ..W....	04	850	30 Comme	Nbr of Spots	1	1	850
37	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
38	M-F 6a News ..W....	03	850	30 Comme	Nbr of Spots	1	1	850
39	M-F 730p Entertainment Tonight ..W....	02	1850	30 Comme	Nbr of Spots	1	1	1850
<b>Weekly Totals: Total Spots(Ord Spots)</b>					33	6	39	

Grand Totals

Totals	09/17	Month 9 Weeks: 5	09/24

		Month 9 Weeks: 5	
Totals		09/17	09/24
Spots	39	33	6
Cost	34700	30525	4175

Grand Totals:

Spots:	39
Gross Total:	34,700.00
Commission:	5,205.00
Net Total:	29,495.00